

Docket No. CANN-0208

**IN THE UNITED STATES PATENT AND
TRADEMARK OFFICE**

PRELIMINARY AMENDMENT

Applicant: Cannon Docket No.: CANN-0208
Serial No.: Group Art Unit:
Filed: Examiner:
TITLE: METHOD AND
APPARATUS FOR
ANALYZING DATA AND
ADVERTISING
OPTIMIZATION

This application is a divisional of application Serial No. 09/038,380, filed 03 November, 1998. Please accept the following preliminary amendment and please amend the divisional application filed herewith as follows:

I HEREBY CERTIFY THAT THE CORRESPONDENCE TO WHICH THIS STATEMENT IS AFFIXED IS BEING DEPOSITED WITH THE UNITED STATES POSTAL SERVICE, POSTAGE PAID, AS FIRST CLASS MAIL IN AN ENVELOPE ADDRESSED TO THE COMMISSIONER OF PATENTS AND TRADEMARKS, WASHINGTON, D.C., 20231, ON: March 22, 2001

SIGNED: _____

Heather Clark

In the Specification

Please add the following paragraph before the Background of the Invention Section on page 1:

This application is a divisional of a patent application by Mark E. Cannon entitled "METHOD AND APPARATUS FOR ANALYZING DATA AND ADVERTISING OPTIMIZATION", serial number 09/038,380, filed March 11, 1998, which is incorporated herein by reference.

In the Claims

Please cancel claims 35-64 in light of the prosecution in the parent application indicated above, serial number 09/038,380, which was filed on 03 November 1998.

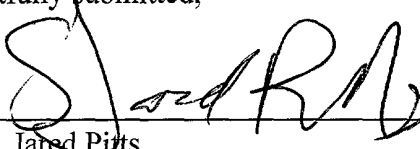
Remarks

The Examiner is invited to telephone S. Jared Pitts (Reg. No. 38,579) if this would in any way advance the prosecution of the case. The fee for the application filed herewith was calculated after accounting for the above amendment. If there are any fees due as a result of this amendment, please deduct these fees from Schmeiser Olsen & Watts deposit account no. 19-0513.

Respectfully submitted,

Date: March 22, 2001

By


S. Jared Pitts
Reg. No. 38,579

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